

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name ☒ Organization/Lobbying Firm ☐ Self Employed Individual

PRUDENTIAL FINANCIAL, INC.

2. Address ☐ Check if different than previously reported

Address1 **751 BROAD STREET**

Address2

City **NEWARK**

State **NJ**

Zip Code **07102**

Country **USA**

3. Principal place of business (if different than line 2)

City

State

Zip Code

Country

4a. Contact Name

b. Telephone Number

c. E-mail

5. Senate ID#

JOHN L. BRONSON

☐ International Number

(973) 367-3949

john.bronson@prudential.com

32338-12

7. Client Name

☒ Self

☐ Check if client is a state or local government or instrumentality

6. House ID#

PRUDENTIAL FINANCIAL, INC.

317040000

TYPE OF REPORT

8. Year **2008**

Q1 (1/1 - 3/31) ☐

Q2 (4/1 - 6/30) ☒

Q3 (7/1-9/30) ☐

Q4 (10/1 - 12/31) ☐

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐

Termination Date

11. No Lobbying Issue Activity ☐

INCOME OR EXPENSES - YOU MUST complete either Line 12 or Line 13

12. Lobbying

INCOME relating to lobbying activities for this reporting period was:

Less than \$5,000 ☐

\$5,000 or more ☐

\$

Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSE relating to lobbying activities for this reporting period were:

Less than \$5,000 ☐

\$5,000 or more ☒

\$ **\$ 1,430,000.00**

14. REPORTING

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Signature

Filed Electronically

Date

07/18/2008

Printed Name and Title

Brian W. Clymer, Vice President

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

INSINSURANCE

(one per page)

16. Specific lobbying issues

H.R. 3046, Social Security Number Privacy and Identity Theft Protection Act of 2007, All provisions
H.R. 5840, Insurance Information Act, All provisions
H.R. 1065, Non-Admitted and Reinsurance Reform Act of 2007, All provisions
H.R. 3200, National Insurance Act of 2007, All provisions

17. House(s) of Congress and Federal agencies☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE,

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Rex	Wackerle			<input type="checkbox"/>
Alan	Brubaker			<input type="checkbox"/>
Lynn	Jacobs			<input type="checkbox"/>
Christopher	Payne			<input type="checkbox"/>
Bryan	Pickel			<input type="checkbox"/>
Brian W.	Clymer			<input checked="" type="checkbox"/>
Maureen	Adolf			<input checked="" type="checkbox"/>
John	Feeney			<input checked="" type="checkbox"/>
Lee	Wood			<input checked="" type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above☒ Check if None

Printed Name and Title Brian W. Clymer, Vice President

H.R. 493, Genetic Information Nondiscrimination Act of 2007, All provisions
H.R. 5611, National Association of Registered Agents and Brokers Reform Act of 2008, All provisions
S. 40, National Insurance Act of 2007, All provisions
S. 349, Small Business and Work Opportunity Act of 2007, All provisions
S. 929, Nonadmitted and Reinsurance Reform Act of 2007, All provisions
S. 1753, Healthy Workforce Act of 2007, All provisions
S. 1865, Life Insurance Fairness for Travelers Act of 2007, All provisions
S. 1893, Childrens Health Insurance Program Reauthorization Act of 2007, All provisions
S. 2285, Terrorism Risk Insurance Program Reauthorization Act of 2007, All provisions
[No Bill Number], Systematic Risk Reduction Act of 2008 - Financial Services Roundtable issued a blue ribbon report and recommendations were used to create draft legislation
[No Bill Number], Creation of an Office of National Insurance Policy and Risk Oversight
H.R. 3800, Promoting Health Information Technology Act, All provisions
S.1758, CLASS Act, All provisions

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15. General issue area code

FIN

FINANCIAL INSTITUTIONS/INVESTMENTS/SECURITIES

(one per page)

16. Specific lobbying issues

H.R 948, The Social Security Number Protection Act of 2007, All provisions
H.R. 3046, Social Security Number Privacy and Identity Theft Prevention Act of 2007, All provisions
H.R. 2419, Farm Bill Extension Act of 2007, All provisions
H.R. 964, Securely Protect Yourself Against Cyber Trespass Act, All provisions

17. House(s) of Congress and Federal agencies

☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Rex	Wackerle			<input type="checkbox"/>
Alan	Brubaker			<input type="checkbox"/>
Lynn	Jacobs			<input type="checkbox"/>
Christopher	Payne			<input type="checkbox"/>
Brian W.	Clymer			<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above

☒ Check if None

Printed Name and Title

Brian W. Clymer, Vice President

H.Res. 552, Resolution Calling on the Peoples Republic of China to Remove Barriers to US Financial Services Firms Doing Business in China, All provisions
H.R. 1427, Federal Housing Finance Reform Act of 2007, All provisions
H.R. 3321, American Housing Rescue and Foreclosure Act of 2008, All provisions
S. 806, Consumer ID Protection and Security Act, All provisions

Printed Name and Title Brian W. Clymer, Vice President

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15. General issue area code (one per page)

16. Specific lobbying issues

H.R. 3185, 401(k) Fair Disclosure for Retirement Security Act of 2007, All provisions
H.R. 3765, Defined Contribution Plan Fee Transparency Act of 2007, All provisions
H.R. 2167, Automatic IRA Act of 2007 , All provisions
H.R. 2205, Retirement Security for Life Act, All provisions

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Labor - Dept of (DOL)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Rex	Wackerle			<input type="checkbox"/>
Alan	Brubaker			<input type="checkbox"/>
Lynn	Jacobs			<input type="checkbox"/>
Christopher	Payne			<input type="checkbox"/>
Bryan	Pickel			<input type="checkbox"/>
Brian W.	Clymer			<input checked="" type="checkbox"/>
Lee	Wood			<input checked="" type="checkbox"/>
Riva	Kinstlick			<input checked="" type="checkbox"/>
Sanford	Koeppel			<input checked="" type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title Brian W. Clymer, Vice President

H.R. 6143, Pension Protection Act ERISA Amendments of 2008, All provisions
H.R. 3088, Long Term Care Act of 2007, All provisions
H.R. 3363, Long-Term Care Affordability and Security Act of 2007, All provisions
H.R. 6357, Protecting Records, Optimizing Treatment, and Easing Communication through Healthcare Technology Act of 2008, All provisions
H.R.6382, Pension Technical Corrections, All provisions
H.R. 4150, Lifetime Pension Annuity for You Act of 2007, All provisions
H.R. 3361, Pension Protection Technical Correction Act of 2007, Provisions related to guaranteed lifetime income
S. 1010 , Retirement Security for Life Act of 2007, All provisions
S. 1141, Automatic IRA Act of 2007, All provisions
S. 1725, Restoring Pension Promises to Workers Act, All provisions
S. 1974, Pension Protection Technical Correction Act of 2007, All provisions
S. 2473, Defined Contribution Fee Disclosure Act of 2007, All provisions
[No Bill Number], Annuity Default Distribution Fiduciary Protection, ERISA protection for 401(k) plans with annuity options
[No Bill Number], Issues relating to frozen pension plans
[No Bill Number], QDIA Guidance and Clarifications, All provisions. Comments to Department of Labor's proposed rule changes

ADDENDUM for General Lobbying Issue

RET - RETIREMENT

Name			Covered Official Position (if applicable)	New
First	Last	Suffix		
Richard	Saxe			<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

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15. General issue area code (one per page)

16. Specific lobbying issues

H.R. 1509, A bill to amend the Internal Revenue Code of 1986 to permanently extend the Sub-part F exemption for active financing income, All provisions
H.R. 4195, Tax Technical Corrections Act of 2007, All provisions
H.R. 5720, Housing Assistance Tax Act, All provisions

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Rex	Wackerle			<input type="checkbox"/>
Alan	Brubaker			<input type="checkbox"/>
Lynn	Jacobs			<input type="checkbox"/>
Christopher	Payne			<input type="checkbox"/>
Bryan	Pickel			<input type="checkbox"/>
Brian W.	Clymer			<input checked="" type="checkbox"/>
Richard	Saxe			<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Printed Name and Title Brian W. Clymer, Vice President

H.R. 5719, The Taxpayer Assistance and Simplification Act of 2008, All provisions
H.R. 6049, The Renewable Energy and Job Creation Act, Extender provisions
H.R. 6110, Roadmap for Americas Future Act of 2008, Corporate and international provisions
S. 940, To amend the Internal Revenue Code of 1986 to permanently extend the Subpart F exemption for active financing purposes, All provisions
H.R. 3963, Childrens Health Insurance Program Reauthorization, All provisions
H.R. 3996, Temporary Tax Relief Act of 2007, All provisions
S. 2666, Affordable Housing Investment Act of 2008, All provisions
H.R. 5140 [No Senate Number Available], Economic Stimulus Act of 2008, All provisions
S. 3125, Energy Independence and Tax Relief Act, All provisions
H.R. 3290, Trade and Globalization Assistance Act of 2007, All provisions
H.R. 3970, Tax Reduction and Reform Act of 2007, All provisions
H.R. 3359, Mobile Workforce State Income Tax Fairness and Simplification Act of 2007, All provisions
H.R. 6275, Alternative Minimum Tax Relief Act of 2008, All provisions

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15. General issue area code

TRD

TRADE (DOMESTIC/FOREIGN)

(one per page)

16. Specific lobbying issues

H.R. 3290, Trade and Globalization Assistance Act of 2007, All provisions
[No Bill Number], Korea Free Trade Agreement Implementing Legislation , All provisions

17. House(s) of Congress and Federal agencies

☐ Check if None

U.S. HOUSE OF REPRESENTATIVES,

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Rex	Wackerle			<input type="checkbox"/>
Alan	Brubaker			<input type="checkbox"/>
Lynn	Jacobs			<input type="checkbox"/>
Christopher	Payne			<input type="checkbox"/>
Bryan	Pickel			<input type="checkbox"/>
Brian W.	Clymer			<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above

☒ Check if None

Printed Name and Title

Brian W. Clymer, Vice President

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15. General issue area code

HOUHOUSING

(one per page)

16. Specific lobbying issues

S. 2338, FHA Modernization Act of 2007, All provisions
H.R. 1427, Federal Housing Finance Reform Act of 2007, All provisions
S. 947, 21st Century Housing Act, All provisions
H.R. 3221, Foreclosure Prevention Act of 2008, All provisions

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Rex	Wackerle			<input type="checkbox"/>
Alan	Brubaker			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

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15. General issue area code (one per page)

16. Specific lobbying issues

S. 1775, No Child Left Behind Act of 2007, All provisions

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. SENATE

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Rex	Wackerle			<input type="checkbox"/>
Alan	Brubaker			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

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15. General issue area code

FOR

FOREIGN RELATIONS

(one per page)

16. Specific lobbying issues

[No Bill Number], Asia-Pacific Economic Cooperation, a multilateral economic and trade forum, privacy issues.

17. House(s) of Congress and Federal agencies

☐ Check if None

Commerce - Dept of (DOC)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Lee	Wood			<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above

☒ Check if None

Printed Name and Title

Brian W. Clymer, Vice President